



Case Study

Multichannel Sales Solution Increases Revenue per User by 130%

Pain Points:

"I need to expand our sales force and reach more existing and potential customers."

Industry:

Wireless Communications

Solutions and Products:

Revenue Generation, Customer Acquisition, Customer Retention, Electronic Direct Marketing, Marketing Analytics

Increased new
customer acquisitions
by more than
87%

Business Challenge

An industry-leading provider of wireless voice and data services was ready to augment its sales force in order to boost its customer base. Sales executives needed a business partner who would help them implement an inside sales team, generate new small to medium business opportunities, up-sell and cross-sell to existing customers, and retain at-risk clients.

Solution

The wireless phone company chose TeleTech's revenue generation services because they provided proven capabilities for the entire sales process, including a multichannel sales approach, electronic direct marketing (EDM), lead list analysis, and more.

The TeleTech solution went beyond making outbound sales calls. More than 70 customizable e-mail marketing pieces were created for direct marketing efforts that nurtured new sales leads and enhanced the lifetime value of existing customer relationships. Multi-touch e-mail campaigns created effective cross-sell, up-sell, retention, and reactivation programs. More than 12,000 customers were targeted, and approximately 15,000 e-mails were sent each quarter. The content was personalized with the recipient's name, and the e-mail campaign results were tracked and analyzed.

Results

The fully-integrated sales, marketing, and analytics services enabled the company to stay engaged with their customers at every stage in the customer life cycle. Flexible sales and e-mail touchplans provided loyalty campaigns and churn reduction programs that could be initiated after a sales conversation or after a point of sale, and spanned over a longer time period. Event-triggered e-mails were automatically generated and catered to the customer's unique profile. The sophisticated technology tracked e-mail open and click-through rates to help the sales team

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Achieved a
58%
one-call close rate

pinpoint interested customers and follow up with the most engaged sales leads first. Additionally, TeleTech's marketing analytics team analyzed, segmented, and prioritized the contact list so at-risk customers were immediately addressed.

The customer segmentation and in-depth analysis provided valuable insight that allowed management to identify customer needs and enhance innovation. Empowered by the research, TeleTech and the management team implemented a new regional pricing strategy that customized and strengthened sales offerings for each demographic represented within the lead list. Armed with highly trained, professional-level talent and a powerful research-driven sales approach, the TeleTech inside sales team was twice as effective as similar channels within the company. Here are their results:

- Increased Average Revenue Per User (ARPU) by 130 percent within 12 months
- Increased new customer acquisitions by more than 87 percent
- Achieved a 58 percent one-call close rate

Conclusion

TeleTech's three-pronged sales, marketing, and analysis solution delivered new customers as well as measurable improvements in sales revenue and customer churn. Relying on TeleTech's expertise, the company didn't just implement a new sales team—it built a comprehensive, enterprise solution that transformed high-level business goals into new realities.